

**Claims:**

1. A cigarette rod product with a lit end and a filter end comprising a rod of tobacco wrapped in cigarette paper, the tobacco rod having regions of different rod density including a first end having a densified region of a first density and a first longitudinal length, a second end having a densified region of a second density and a second longitudinal length and an intermediate portion between the first and second ends having a third density, the first end being the lit end and the second end being the filter end, the first longitudinal length being greater than the second longitudinal length.

2. The cigarette rod product of claim 1, wherein the densified region of the first end is of greater density than that of the second end and the densities of the densified regions of both the first and second ends are greater than the third density of the intermediate portion.

3. The cigarette rod product of claim 1, wherein the first longitudinal length is about 11 mm and the second longitudinal length is about 8 mm.

4. The cigarette rod product of claim 1, wherein the tobacco rod has a length of about 68 mm.

5. A cigarette rod product with a lit end and a filter end comprising a rod of tobacco wrapped in cigarette paper, the lit end having a densified region of a first longitudinal length, the filter end having a densified region of a second longitudinal length, the first longitudinal length being greater than the second longitudinal length.

6. The cigarette rod product of claim 5, wherein the densified region of the lit end is of greater density than that of the filter end and the densities of the densified regions of both the lit and filter ends are greater than the density of the tobacco rod between the densified regions of the lit end and the filter end.

7. The cigarette rod product of claim 6, wherein the tobacco rod has a length of about 68 mm, the first longitudinal length is about 11 mm and the second longitudinal length is about 8 mm.

8. A cigarette rod product comprising a rod of tobacco wrapped in cigarette paper and having first and second ends, the first end having a densified region of a first longitudinal length, the second end having a densified region of a second longitudinal length, the first longitudinal length being greater than the second longitudinal length.

9. The cigarette rod product of claim 8, wherein the densified region of the first end is of greater density than that of the second end and the densities of the densified regions of both the first and second ends are greater than the density of the tobacco rod between the densified regions of the first and second ends.

10. The cigarette rod product of claim 9, wherein the first end is a lit end and the second end is a filter end.